



FLAMINGO
MARKETING STRATEGIES LTD

DIGIPAL

A valuable asset



CASE STUDY: **DIGIPAL**

Digipal, a leading provider of reusable plastic pallets and innovative asset tracking technology, first approached Flamingo Marketing Strategies back in 2022.

In the two years since we started working together, our collaboration has seen Digipal's turnover grow from £1.8 million to £3.2 million and they report growth figures of 70% year-on-year!

Within just 48 hours of launching our Prospect100 lead generation campaign, we helped Digipal secure meetings with senior contacts from THREE world-renowned multi-billion pound companies.

"Digipal's partnership with Flamingo Marketing Strategies has seen us go from strength to strength. They have helped us boost our brand awareness, improve our branding and website and have been an integral part of the business's growth. We're looking forward to continuing this partnership and seeing more success"

Mattan David,
Managing Director, Digipal

Over the past two years, we've worked with Digipal to achieve:



- Turnover grow from £1.8 million to **£3.2 million**
- Growth figures of **70%** year-on-year
- **42%** average email open rate
- **1,600+** LinkedIn company page followers
- **2,700+** personal connections on LinkedIn
- The successful launch of a **new website** and **improved visual identity**

CASE STUDY: **DIGIPAL**

"The best part about working with Team Flamingo is that they can't do enough to help us!

From designing brochures and writing email content to helping us jazz up sales presentations, they really have become an extension of our team."

Mattan David,
Managing Director, Digipal



Boosting the brand

During our time working together, the Flamingo team has worked on a wide variety of content, including:

- **Email campaigns**
- **Blog posts**
- **Brochures**
- **Banners**
- **Social media posts**
- **Sales presentations...**

...and more!



All smiles

The impact of our collaboration with Digipal is more than just impressive email open rates and shiny new clients!

We're lucky to have a respectful and collaborative relationship with Digipal's Managing Director, Mattan David, working together to share new ideas and knowledge which informs our content, keeping it accurate and relevant at all times.

This partnership has been extremely beneficial for us too, as they introduced us to one of their suppliers, **Sensize**, who have since become a client of ours too!

If you're ready to embrace marketing for your business, **book a 60-minute strategy call with Emma.**

